

OFFICIAL

FEDERAL CITY PERFORMING ARTS ASSOCIATION, INC.

Meeting
Board of Directors
15APR87, 8:00 P.M.
Levine School of Music

Present:	Absent:	Also Present:
Bohn	Kremer	Fromm
Brayton--Cooper Proxy	Lester	Sisson
Herman	Reynolds	
Kremer	Sabacek	
Powers		
Rettenmaier--Sabacek Proxy		
Van Luyn--Reynolds Proxy		
Ziskind		

I. Call to Order:
HERMAN Called meeting to Order at 8:05 P.M.

II. June Concert Budget:
BOARD Discussed budget with FROMM and VAN LUYN

RETTENMAIER Moved that the budget for P.R./Publications for the June 1987 Concert be limited to what was spent on the June 1985 Concert (including the program allocation), namely \$4600.00.
MOTION DEFEATED.

ZISKIND We need to sell the concert and to do what we can to do so.

RETTENMAIER We are in the music business, not printing and publishing, and not bar-keeping.

VAN LUYN The 1/3 - 2/3 allocation would remove \$24.00 from the budget figure.

ROSENDALL This is short-sighted.

We have to market ourselves.

Figures have to be based on the reality of the situation.

The idea that a nice program is antithetical to good music is not right.

We have cut program expenses; we are limiting to 2 signatures, etc.

Costs and services have increased the price.

BRAYTON Chorus call is viewed only as a program.

ZISKIND Treat advertizers like donors.

The ratio of advertizing to text is not firm.

Are we leaning to making a yearbook vs. a throwaway.

FROMM Moved to amend the motion proposal by specifying that the \$4600.00 figure exclude the necessary amount to cover advertizing costs of printing.
MOTION WITHDRAWN.

ZISKIND We should have enough to cover postage, etc. for every thing we print.

RETTENMAIER Things left to members don't seem to get done--mailing flyers, putting up posters, etc., unless there is a plan and assignments.

POWERS Can we sell out without a promotional mailing?

ZISKIND Would like to see an inexpensive flyer.

ROSENDALL We could do that.

VAN LUYN We can't cut, and then spend at the same time.

ZISKIND What is the minimum cost to send out a flyer.

ROSENDALL Ca. \$3300.00 to do the flyer; postage is \$515.00.

ZISKIND Moved to spend \$515.00 in postage to mail out our publicity/advertizing piece.
CARRIED.

POWERS This is an expensive project. We don't want to be penny wise...

SISSON Reviewed some past problems in selling tickets. Stated we will sell out the floor on both nights. Group sales are being pushed. Rehearsal approach has been changed, and emphasizes success.

ZISKIND Pops concerts are so much easier to sell. Commended SISSON's approach.

BRAYTON Moved to Call the Question
CARRIED.
MOTION CARRIED.

POWERS FROMM How much fluff is in the budget?
The \$1000.00 misc. figure.

ZISKIND & HERMAN FROMM Reviewed and led discussion on 3 drinks/person and the accuracy of assuming same. We have to plan for the maximum, but we do not want to run out. 3 drinks is assumed on both sides of the budget. Income is lower than expected, because the house should be better than expected.

FROMM & VAN LUYN Reviewed budget proposal III.

BOHN Moved that Budget Proposal II be approved, with the following additions: \$169.00 for liquor license; \$971.00 for 1/3 of the season brochure costs; \$300.00 for ice and chests; \$515.00 for mailing promotional materials; \$500.00 for cleaning; and \$800 for set-up, focusing, and running lights.
CARRIED.

HERMAN Reviewed details of the production, bartenders, staff people, volunteers, GMCW support staff, logistics, etc.

BOARD BRAYTON Discussed role of volunteers in the production. We have no control of volunteers from other organizations

BOARD HERMAN In favor of full-service bars. Concert budget assumes no drinks after intermission--and that post-concert will be held elsewhere.

VAN LUYN Bars may remain open for 10-15 minutes into each portion of the concert--if necessary.

VAN LUYN Smoking will be permitted in the hall; there will be a request for no smoking during the performance.

HERMAN BOHN Will security be provided--GSA or rent-a-cop? Wants security to be armed.

BOARD & HERMAN Tickets will read "...cocktails and entertainment at 7:00 P.M....concert at 8:00 P.M...."

SISSON A positive attitude is important in the entire operation/production.

VAN LUYN The last POPS was sold-out.

III. Adjournment:

POWERS Moved to adjourn.
CARRIED.

Meeting adjourned 10:20 P.M.

W. F. RETTENMAIER, JR.
Secretary

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